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CENTRAL FAX CENTER****AUG 09 2005****FACSIMILE COVER SHEET**Deliver to: Jonathan G. Sterrett, USPTOArt Group: 3623Facsimile No.: (571) 273-8300Date: August 9, 2005From: Thomas M. Coester, Reg. No. 39,637Our Docket No.: 42390P10861Number of pages 12 including this sheet.Application No.: 09/823,421Filing Date: 3/29/2001Docket Due Date(s): 9/12/2005 | 10/12/2005

Enclosed are the following documents:

- | | |
|---|--|
| <input checked="" type="checkbox"/> Amendment: <u>After Final</u> (<u>8</u> pgs) | <input type="checkbox"/> Issue Fee Transmittal |
| <input type="checkbox"/> Appeal Brief (<u> </u> pgs) | <input type="checkbox"/> Notice of Appeal |
| <input type="checkbox"/> Application: <u> </u> | <input type="checkbox"/> Petition for: <u> </u> |
| (<u> </u> pgs) w/cover & abstract) | <input type="checkbox"/> Request for Continued Examination (RCE) |
| <input type="checkbox"/> Assignment & Cover Sheet (<u> </u> pgs) | <input type="checkbox"/> Reply Brief (<u> </u> pgs) |
| <input checked="" type="checkbox"/> Certificate of Facsimile <u> </u> | <input type="checkbox"/> Request & Certification Under 35 USC 122(b)(2)(B)(i) |
| <input type="checkbox"/> Continued Prosecution Application (CPA) | <input type="checkbox"/> Request to Rescind Previous Nonpublication Request |
| <input type="checkbox"/> Declaration & POA (<u> </u> pgs) | <input type="checkbox"/> Response to Notice of Missing Parts & Formalities Letter |
| <input type="checkbox"/> Drawings: <u> </u> sheets, <u> </u> figures | <input type="checkbox"/> Response to Written Opinion (<u> </u> pgs) |
| <input type="checkbox"/> Extension of Time: <u> </u> | <input type="checkbox"/> Terminal Disclaimer |
| <input checked="" type="checkbox"/> Fee Transmittal (in duplicate) | <input type="checkbox"/> Transmittal of Publication Fee Due |
| <input type="checkbox"/> IDS & PTO/SB/08 (<u> </u> pgs) | <input checked="" type="checkbox"/> Transmittal Letter |
| <input checked="" type="checkbox"/> Other Facsimile cover sheet <u> </u> | |

CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.8A)

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Nadya Gordon
Nadya Gordon

8/9/2005

Date

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**FEE TRANSMITTAL
for FY 2005***(Patent fees are subject to annual revision.)*☐ Applicant claims small entity status. See 37 CFR 1.27.

TOTAL AMOUNT OF PAYMENT (\$)

0.00

Complete if Known

Application Number	09/823,421
Filing Date	March 29, 2001
First Named Inventor	Jay H. Connelly
Examiner Name	Jonathan G. Sterrett
Art Unit	3623
Attorney Docket No.	42390P10861

METHOD OF PAYMENT (check all that apply)

☐ Check ☐ Credit card ☐ Money Order ☒ None ☐ Other (please identify): _____

☒ Deposit Account Deposit Account Number: 02-2666 Deposit Account Name: Blakely, Sokoloff, Taylor & Zafman LLP

For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)

☒ Charge fee(s) indicated below ☐ Charge fee(s) indicated below, except for the filing fee

☒ Charge any additional fee(s) or underpayment of fee(s) ☒ Credit any overpayments

under 37 CFR §§ 1.16, 1.17, 1.18 and 1.20.

FEE CALCULATION**1. EXTRA CLAIM FEES**

Total Claims	Extra Claims	Fee from below	Fee Paid
27	27	0	\$0.00
Independent Claims	3	200.00	\$0.00
Multiple Dependent Claims			

Large Entity	Small Entity	Fee Code	Fee (\$)	Fee Description
1202	2202	50	25	Claims in excess of 20
1201	2201	200	100	Independent claims in excess of 3
1203	2203	350	180	Multiple Dependent claim, if not paid
1204	2204	300	150	*Reissue independent claims over original patent
1205	2205	300	150	**Reissue claims in excess of 20 and over original patent

SUBTOTAL (1)

(\$) 0.00

2. ADDITIONAL FEES

Large Entity	Small Entity	Fee Code	Fee (\$)	Fee Description
1051	2051	130	65	Surcharge - late filing fee or oath
1052	2052	50	25	Surcharge - late provisional filing fee or cover sheet
2053	2053	130	130	Non-English specification
1251	2251	120	60	Extension for reply within first month
1252	2252	450	225	Extension for reply within second month
1253	2253	1,020	510	Extension for reply within third month
1254	2254	1,590	795	Extension for reply within fourth month
1255	2255	2,160	1,080	Extension for reply within fifth month
1401	2401	500	250	Notice of Appeal
1402	2402	500	250	Filing a brief in support of an appeal
1403	2403	1,000	500	Request for oral hearing
1451	2451	1,810	1,810	Petition to institute a public use proceeding
1450	2450	130	130	Petitions to the Commissioner
1807	2807	50	50	Processing fee under 37 CFR 1.17(a)
1808	2808	180	180	Submission of Information Disclosure Stmt
1809	2809	395	395	Filing a submission after final rejection (37 CFR § 1.129(a))
1810	2810	355	355	For each additional invention to be examined (37 CFR § 1.129(b))

Other fee (specify)

SUBTOTAL (2)

(\$)

Fee Paid

SUBMITTED BY

Name (Print/Type) Thomas M. Coester

Registration No.
(Attorney/Agent)

39,637

Complete (if applicable)

Telephone

(310) 207-3800

Signature

Thomas Coester

Date

08/09/05

Based on PTO/SB/17 (12-04) as modified by Blakely, Sokoloff, Taylor & Zafman (wtr) 12/15/2004.
SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

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TRANSMITTAL FORM (to be used for all correspondence after initial filing)		Application No.	09/823,421
		Filing Date	March 29, 2001
		First Named Inventor	Jay H. Connelly
		Art Unit	3623
		Examiner Name	Jonathan G. Sterrett
Total Number of Pages in This Submission	12	Attorney Docket Number	42390P10861

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ENCLOSURES (check all that apply)		
<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Response <input checked="" type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> PTO/SB/08 <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Basic Filing Fee <input type="checkbox"/> Declaration/POA <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.62 or 1.63	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s)	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): <div style="border: 1px solid black; padding: 5px; margin-top: 10px;">Facsimile cover sheet</div>
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	Thomas M. Coester, Reg. No. 39,637 BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP
Signature	<i>Thomas Coester</i>
Date	August 9, 2005

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Signature	<i>Nadya Gordon</i>	Date	August 9, 2005

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PATENT
Attorney's Docket No. 42P10861

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Jay H. Connelly

Application No. 09/823,421

Filed: March 29, 2001

For: System and Method for
Transparently Obtaining Consumer
Preferences for Products, Product
Features

Examiner: Jonathan G. Sterrett

Art Group: 3623

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RESPONSE TO FINAL OFFICE ACTION

In response to the Final Office Action mailed July 12, 2005, in connection with the above referenced patent application, Applicant respectfully requests reconsideration in view of the following remarks.